

Outreach laboratory

Contact: Classic car dealership in the UK.

Improvement: Well, they have a newsletter. They have social media audiences, but rather small, 14K. They say that they get over a million impressions every month but their follower count isn't growing nor are they getting plenty of engagement. They should improve on Social Media engagement and grow their audience.

SL: [Business name] Social Media

Hello [Name],

You have done an extraordinary job providing [Business name] millions of impressions on [Business name]'s Facebook account.

This is a great opportunity to make your content prompt engagement and gain new followers with every post.

Expanding your Social Media audience will significantly increase your reach and drive more and more people towards your auctions.

One of the biggest classic car dealerships in the UK, Classic Driver, have expanded their virtual audience by using market-specific language in their posts.

I would love to share some insights to tailor your copywriting to attract attention and grow your FB audience.

Would you be interested in discussing this project further?

Kind regards,
[My name and surname]